

## MG5510 - Dissertation

This is a provisional list that has yet to be reviewed.  
Items may therefore change.

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@book{Alasuutari_Bickman_Brannen_2008, address={Los Angeles, Calif}, title={The SAGE handbook of social research methods}, url={http://lib.myilibrary.com/browse/open.asp?id=414807&entityid=https://idp.brunel.ac.uk/entity}, publisher={SAGE}, author={Alasuutari, Pertti and Bickman, Leonard and Brannen, Julia}, year={2008} }
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@book{Becker_Richards_2007, address={Chicago, Ill}, edition={2nd ed}, title={Writing for social scientists: how to start and finish your thesis, book, or article}, volume={Chicago guides to writing, editing, and publishing}, url={https://ebookcentral.proquest.com/lib/brunelu/detail.action?docID=432175}, publisher={University of Chicago Press}, author={Becker, Howard S. and Richards, Pamela}, year={2007} }
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@book{Bell_2010, address={Maidenhead}, edition={5th ed}, title={Doing your research project: a guide for first-time researchers in education, health and social science}, volume={Open UP study skills}, url={http://lib.myilibrary.com/browse/open.asp?id=302868&entityid=https://idp.brunel.ac.uk/entity}, publisher={McGraw-Hill Open University Press}, author={Bell, Judith}, year={2010} }
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@book{Capstone Writer, title={Producing the capstone project}, author={Capstone Writer} }
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@book{Collis_Holt_Hussey_2012, address={Houndmills, Basingstoke, Hampshire}, edition={2nd ed}, title={Business accounting: an introduction to financial and management accounting}, url={http://lib.myilibrary.com/browse/open.asp?id=823935&entityid=https://idp.brunel.ac.uk/entity}, publisher={Palgrave Macmillan}, author={Collis, Jill and Holt, Andrew and Hussey, Roger}, year={2012} }
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@book{Hardy_Bryman_2009, address={London}, title={Handbook of data analysis}, url={http://lib.myilibrary.com/browse/open.asp?id=604591&entityid=https://idp.brunel.ac.uk/entity}, publisher={SAGE}, author={Hardy, Melissa A. and Bryman, Alan}, year={2009} }
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@book{Hart_1998, address={London}, title={Doing a literature review: releasing the social science research imagination}, publisher={Sage}, author={Hart, Chris}, year={1998} }
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@book{O'Leary_2005, address={London}, title={Researching real-world problems: a guide to methods of inquiry}, publisher={SAGE}, author={O'Leary, Zina}, year={2005} }
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@book{Ridley_2012, address={London}, edition={2nd ed}, title={The literature review: a step-by-step guide for students}, volume={Sage study skills}, publisher={SAGE}, author={Ridley, Diana}, year={2012} }
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@book{Riley_2000, address={London}, title={Researching and writing dissertations in business and management}, publisher={Thomson Learning}, author={Riley, Michael}, year={2000} }
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@book{Salkind_2014, address={Los Angeles}, edition={5 edition}, title={Statistics for people who (think they) hate statistics}, publisher={SAGE}, author={Salkind, Neil J.}, year={2014} }
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@book{Sapsford_Jupp_Open University_2006, address={London}, edition={2nd ed}, title={Data collection and analysis}, url={https://ebookcentral.proquest.com/lib/brunelu/detail.action?docID=354916}, publisher={SAGE}, author={Sapsford, R. J. and Jupp, Victor and Open University}, year={2006} }
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@book{Yin, edition={Fifth edition}, title={Case study research: design and methods}, author={Yin, Robert K.} }
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@article{Yoo_Donthu_Lee_2000, title={An examination of selected marketing mix elements and brand equity.}, volume={28}, url={http://search.ebscohost.com/login.aspx?direct=true&db=buh&AN=2967019&site=ehost-live}, number={2}, journal={Journal of the Academy of Marketing Science}, author={Yoo, Boonghee and Donthu, Naveen and Lee, Sungho}, year={2000} }
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